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SIPDIS

DEPARTMENT FOR G/TIP, G, INL, DRL, EUR/PGI, EUR/SE

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SUBJECT: GOT AND IOM LAUNCH INTERNATIONAL TRAFFICKING
PREVENTION CAMPAIGN

1. Summary: The IOM and the GOT, with funding from the U.S., launched a first major multi-country prevention campaign to combat human trafficking across Turkey, Ukraine and Moldova. The campaign includes a toll-free "157" helpline, multi-national multi-media advertising, and passport inserts. End Summary.

157 Helpline

2. On Monday, May 23, the toll-free "157" helpline for victims of human trafficking opened for business. Goals for the helpline are to rescue trafficked individuals in close coordination with law enforcement, to limit trafficking through pro-active intervention, and to strengthen regional response to trafficking. The helpline operates 24/7 and is staffed by three full-time and two volunteer operators who speak Russian, Turkish, English and Romanian. The helpline was established to assist in the rescue of victims, but operators can also provide information on visas and procedures for the safe return home to the countries of stranded migrants on a non-emergency basis. Would-be victims can dial toll free from any phone, including mobile phones, from inside Turkey. IOM will run the line for six months and then hand it over to an NGO.

3. Nearly 3,000 curious and heavy-breathing Turks flooded the helpline during the first week. Happily, however, helpline operators identified two victims of trafficking and secured law enforcement assistance. Happily, too, the heavy-breathing calls seem to have waned.

Multi-National Multi-Media Advertising

4. Thirty-second commercials in the Ukraine (local television in Crimea, Odessa CRIM-TV, KERCH-TV, and Oblast State TV) and Moldova (National Television and Teleradio-Gagauzia) will publicize the 157 and locally-based prevention hotlines. Similarly, Turkish music television channels will run 30-second spots advertising the 157 number.

5. Further advertising of the helpline is on billboards, billboard stands (near passport control), and digital message boards displaying messages in Russian, Romanian, Turkish and English at Istanbul's Ataturk Airport.

6. Panorama Newspaper, a Russian/Turkish periodical, also carries advertising of the 157 number. All Turkish consulates in the Russian-speaking world are distributing the newspapers. There is distribution at Ataturk Airport and the Odessa and Crimea seaports as well.

Passport Inserts

7. Colorful pocket-sized passport inserts (in Russian, Romanian, Turkish and English) warn women to call the toll-free 157 helpline if someone takes their passports or forces them into any type of work without pay. Passport control officers tuck the inserts into all targeted women's passports from known source countries at key border crossings: Ataturk and Sabiha Gokcen Airports in Istanbul, Istanbul Karakoy Seaport, the Antalya airport, and the Trabzon Seaport. Non-governmental organizations in the Ukraine are distributing similar handouts to those women who may be at risk for trafficking at seaports and regional airports used for transport to Turkey.

Press

8. The IOM and the GOT launched the campaign with press conferences at Istanbul's Ataturk Airport and at the IOM office in Ankara. In the context as well of the release of the U.S.'s annual TIP report, human trafficking has gotten above average coverage in the Turkish press of late.

MOORE